

Contract / Revision **21161** Flight Dates **10/05/10-10/11/10**

Original Date / Revision 09/29/10 / 10/07/10

Advertiser **SINK FOR GOVERNOR/D** Product

Agency **MEDIA STRATEGIES AND R** Agency Com 15%

Buying Contact Billing Contact

**1580 LINCOLN ST
SUITE 510
DENVER, CO 80203**
**1580 LINCOLN ST
SUITE 510
DENVER, CO 80203**

Primary Account Executive
Vann Smith

Sales Office RWWSB

Sales Region Regional

Account Executive Order%
Vann Smith 100%

Agency Ref

Order Sep 00:15:00

Estimate #

Alt. Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes AGY POLITICAICIA

Product Codes PL1

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

WCLF	%
WEDU	%
WFLA	%
WFTS	%
WFTT	%
WHTR	%
WMOR	%
WTOG	%
WTSP	%
WTTA	%
WTVT	%
WUSF	%
WVEA	%
WXPX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2010	49	\$10,208.50	\$12,010.00	0.00	09/27/10	10/11/10	49	\$10,208.50	\$12,010.00
Totals	49	\$10,208.50	\$12,010.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
N 1	7	10/05/10	10/11/10	M-F 5a-6a Rotator	CM	5a-6a	M-W----	:30	1	\$40.00	P-3	0.00	NM	2	\$80.00
				5a-6a Rotator											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	--W----		1				\$40.00		0.00			
		Week: 10/11/10	10/17/10	M-----		1				\$40.00		0.00			
N 2	7	10/05/10	10/11/10	ABC 7 News at Sunrise	CM	6-7a	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	5	\$625.00
				ABC 7 News at Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--		4				\$125.00		0.00			
		Week: 10/11/10	10/17/10	M-----		1				\$125.00		0.00			
N 3	7	10/05/10	10/11/10	M-F GMA	CM	7-9a	MTWTF--	:30	4	\$175.00	P-3	0.00	NM	5	\$875.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--		4				\$175.00		0.00			
		Week: 10/11/10	10/17/10	M-----		1				\$175.00		0.00			
N 4	7	10/05/10	10/11/10		CM	8-9a	-----SS	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00

Contract / Revision **21161** Flight Dates **10/05/10-10/11/10**

Hiatus Dates

Original Date / Revision 09/29/10/ 10/07/10

Order Sep 00:15:00

Advertiser **SINK FOR GOVERNOR/D** Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
Sat/Sun GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-----SS					2	\$90.00		0.00			
		Week: 10/11/10	10/17/10	-----					0	\$0.00		0.00			
N 5	7	10/05/10	10/11/10	ABC 7 News at 5p	CM	5-530p	MTWTF--	:30	4	\$225.00P-3		0.00	NM	5	\$1,125.00
ABC 7 News at 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--					4	\$225.00		0.00			
		Week: 10/11/10	10/17/10	M-----					1	\$225.00		0.00			
N 6	7	10/05/10	10/11/10	ABC 7 News at 530p	CM	530-6p	MTWTF--	:30	4	\$275.00P-3		0.00	NM	5	\$1,375.00
ABC 7 News at 530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--					4	\$275.00		0.00			
		Week: 10/11/10	10/17/10	M-----					1	\$275.00		0.00			
N 7	7	10/05/10	10/11/10	ABC 7 News at 6p	CM	6-630p	MTWTF--	:30	4	\$500.00P-3		0.00	NM	5	\$2,500.00
ABC 7 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--					4	\$500.00		0.00			
		Week: 10/11/10	10/17/10	M-----					1	\$500.00		0.00			
N 8	7	10/05/10	10/11/10	ABC 7 Sat News at 7p	CM	7-730p	-----S-	:30	1	\$150.00P-3		0.00	NM	1	\$150.00
ABC 7 Sat News at 7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-----S-					1	\$150.00		0.00			
		Week: 10/11/10	10/17/10	-----					0	\$0.00		0.00			
N 9	7	10/05/10	10/11/10	ABC 7 Sun News at 630p	CM	630-7p	-----S	:30	1	\$150.00P-3		0.00	NM	1	\$150.00
ABC 7 Sun News at 630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-----S					1	\$150.00		0.00			
		Week: 10/11/10	10/17/10	-----					0	\$0.00		0.00			
N 10	7	10/05/10	10/11/10	M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$225.00P-3		0.00	NM	5	\$1,125.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--					4	\$225.00		0.00			
		Week: 10/11/10	10/17/10	M-----					1	\$225.00		0.00			
N 11	7	10/05/10	10/11/10	M-F 730-8p	CM	730-8p	MTWTF--	:30	4	\$250.00P-3		0.00	NM	5	\$1,250.00
M-F 730-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--					4	\$250.00		0.00			
		Week: 10/11/10	10/17/10	M-----					1	\$250.00		0.00			
N 12	7	10/05/10	10/11/10	M-Sun ABC 7 News at 10M	CM	M-F 11-1135p / Sa	MTWTF--	:30	4	\$350.00P-3		0.00	NM	5	\$1,750.00
M-Sun ABC 7 News at 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-TWTF--					4	\$350.00		0.00			
		Week: 10/11/10	10/17/10	M-----					1	\$350.00		0.00			
N 13	7	10/05/10	10/11/10	M-Sun ABC7 News at 11M	CM	1130p-1205a	-----S-	:30	1	\$350.00P-3		0.00	NM	1	\$350.00
M-Sun ABC7 News at 11:															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-----S-					1	\$350.00		0.00			
		Week: 10/11/10	10/17/10	-----					0	\$0.00		0.00			
N 14	7	10/05/10	10/11/10	M-F 1135p-1206a	CM	1135p-1206a	---T---	:30	1	\$125.00P-3		0.00	NM	1	\$125.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	---T---					1	\$125.00		0.00			
		Week: 10/11/10	10/17/10	-----					0	\$0.00		0.00			
N 15	7	10/05/10	10/11/10	M-Sun ABC 7 News at 10M	CM	M-F 11-1135p / Sa	-----S	:30	1	\$350.00P-3		0.00	NM	1	\$350.00
M-Sun ABC 7 News at 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/10	10/10/10	-----S					1	\$350.00		0.00			
		Week: 10/11/10	10/17/10	-----					0	\$0.00		0.00			

Totals 49 \$12,010.00